

ORDER



WAVY

Orders
Order / Rev: 200871
Alt Order #:
Product Desc: 8/27-9/2 KAINE FOR SENATE
Estimate: 11658
Flight Dates: 08/27/12 - 09/02/12
Original Date / Rev: 08/23/12 / 08/23/12
Order Type: REG

Primary AE: WAVY National House
Sales Office: N-HOU
Sales Region: Nat

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P1
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/M

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	08/31/12	13	\$11,000.00	\$9,350.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$11,000.00	\$9,350.00	0.00
Totals	13	\$11,000.00	\$9,350.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	08/27/12	08/31/12	WAVY News @ Sunrise	CM	5a-6a	1-111--	:30	4	\$500.00	P1	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	1-111--					4	\$500.00		0.00			
N 2	WAVY	08/28/12	08/28/12	Today Show 2	CM	9a-10a	-1-----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-1-----					1	\$350.00		0.00			
N 3	WAVY	08/27/12	08/27/12	M-F 4-5p	CM	4p-5p	1-----	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	1-----					1	\$250.00		0.00			
N 4	WAVY	08/28/12	08/28/12	WAVY News 10 @5p	CM	5p-530p	-1-----	:30	1	\$900.00	P2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-1-----					1	\$900.00		0.00			
N 5	WAVY	08/30/12	08/30/12	WAVY News 10 @530p	CM	530p-6p	---1---	:30	1	\$900.00	P2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	---1---					1	\$900.00		0.00			
N 6	WAVY	08/27/12	09/02/12	WAVY News 10 @6p	CM	6p-630p	1-1----	:30	2	\$1,500.00	P2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	1-1----					2	\$1,500.00		0.00			

Order / Rev: 200871
 Alt Order #:
 Flight Dates: 08/27/12 - 09/02/12

Advertiser: POL/Kaine for Senate 2012 (D)
 Product Desc: 8/27-9/2 KAINE FOR SENATE
 Estimate: 11658

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WAVY	08/27/12	08/27/12	M-F 730-8p M-F 730-8p	CM	730-8p	1-----	:30	1	\$900.00	P1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	1-----		1				\$900.00		0.00			
N 8	WAVY	08/28/12	08/28/12	Tue Prime Other 1 Tuesday 8-10p	CM	8p-10p	-1-----	:30	1	\$2,200.00	P2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	-1-----		1				\$2,200.00		0.00			
N 9	WAVY	08/31/12	08/31/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	----1--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	----1--		1				\$500.00		0.00			
Totals														13	\$11,000.00